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**ABCC FILES EMERGENCY REGULATION TODAY ON
SALE OF ALCOHOLIC BEVERAGES CONTAINING CAFFEINE AND OTHER
CHEMICAL STIMULANTS**

BOSTON, MA - The Massachusetts Alcoholic Beverages Control Commission today filed an emergency regulation prohibiting the sale of alcoholic beverages that contain caffeine as an added ingredient. The regulation goes into effect immediately.

This means that alcoholic beverages that contain caffeine as an added ingredient, including Four Loko, must be removed from store shelves in Massachusetts today. The regulation follows a ruling yesterday by the U.S. Food and Drug Administration that alcoholic drinks that contain added caffeine pose a public health risk.

“Public health and public safety are top priorities at the Alcoholic Beverages Control Commission,” said Kim Gainsboro, the Chairman of the ABCC. “The FDA ruling clearly states that these beverages are not generally recognized as safe. Beginning today, retailers and other businesses licensed by the Alcoholic Beverages Control Commission may not sell, store, import or transport these products in Massachusetts.”

The Alcoholic Beverages Control Commission is declaring that alcoholic beverages with added caffeine are adulterated under state law. These products must be taken off the shelf immediately. Wholesalers must retrieve these products at or before their next delivery to retail licensees, but no later than Friday, December 3, 2010.

This emergency regulation supercedes the regulation originally planned to be filed on Monday, November 22nd.

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